

About CEP's primary care academic detailing service

Effective March 2018, the Centre for Effective Practice (CEP) will be offering family physicians participation in our academic detailing service. This service will support family physicians through discussions regarding objective, balanced, evidence-informed information on best practices. These discussions will be delivered by licensed Ontario pharmacists (academic detailers), via one-on-one educational outreach visits. Visits are usually 30-45 minutes long and are arranged at a time and place that is convenient for the family physician. Our service is voluntary, free-of-charge and free of commercial interests.

The service will be initially offered in six LHINs (Erie St. Clair, South West, Hamilton Niagara Haldimand Brant, Mississauga Halton, Toronto Central and North East), with expansion to additional LHINs in the coming months.

The first topic area will focus on supporting family physicians with management of their patients living with chronic non-cancer pain. The CEP will continue to build on topics as the service progresses for primary care.

This service has been certified by the College of Family Physicians of Canada and the Ontario Chapter for up to 1 Mainpro+ credit per hour.

Why academic detailing?

Family physicians need access to accurate and current information on the comparative effectiveness, safety and costs of best practice treatment options. This information can however be time consuming to assemble from the continuous influx of research literature. Academic detailing aims to address this problem, by equipping family physicians with a detailer who they can build a trusting professional relationship with through discussions on the current evidence and best practices. Academic detailing is a relationship-based intervention tailored to each physician's needs and delivered in a way that supports the application of best practices within the confines of local care realities.

This academic detailing service is funded by the Government of Ontario.

Who are academic detailers?

Licensed Ontario pharmacists will deliver the CEP's academic detailing service visits. These professionals have strong interpersonal skills, foundational experience in pharmacotherapy and clinical evidence appraisal, and are free of commercial interests. They undergo extensive training in the clinical evidence relevant to the topics they are delivering.

For more information & to sign up for a visit:

W thewellhealth.ca/academicdetailing

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About the Centre for Effective Practice

The CEP aims to close the gap between evidence and practice for primary care providers. It gives providers what they need to deliver the best care to their patients by engaging them throughout its processes to create evidence-based solutions that can be adapted into their local contexts. The CEP is a federally-incorporated, not-for-profit organization founded in 2004.

The CEP has developed over 70 clinical tools, resources and programs geared to meet the needs of primary care providers. To access them, stay up to date on future initiatives and participate in their development, please visit: thewellhealth.ca.